WINTER 09

handson

CONNECTING MASSAGE PROFESSIONALS

EXCLUSIVE NMTAW & CONVENTION COVERAGE INSIDE!

NEWS, UPDATES & OPPORTUNITIES FOR AMTA MEMBERS

2 *President's Letter*

...

Special Section:
AMTA 2009 National Convention Highlights & News from Orlando

...

6 *Celebrating AMTA National Massage Therapy Awareness Week®*
8 *Learn & Connect: Opportunities for Members*
10 *AMTA Members Advancing the Profession*
12 *Fingerprints*
13 *Where Do You Work?*
14 *AMTA News & Updates*
15 *Foundation News*
16 *Benefit Update: Build, Sustain & Grow*

Helping you get the most value from your AMTA membership.

handson®
the newsletter of the american massage therapy association
WINTER 09

EDITOR Julie Fawcett
PUB. PROG. MGR. Michelle Vallet
GRAPHIC DESIGNER Whitney Larson
DIR., KNOWL. TRNSFR. Jocelyn Pysarchuk

BOARD OF DIRECTORS
PRESIDENT Judy Stahl*
PRESIDENT-ELECT Kathleen Miller-Read*
IMMEDIATE PAST PRES. M.K. Brennan*
VICE PRESIDENTS William Greenberg*, Glenath Moyle*, Cynthia Ribeiro*

MEMBERS-AT-LARGE
Winona Bontrager
Kathie Lea
William Ron McKnight
Maureen Moon
Nancy M. Porambo
Jeff Smoot

EXECUTIVE DIR. Elizabeth M. Lucas, CAE
* Executive Committee member

Hands On (ISSN 1073-9343), Vol. XX, No. 5. *Hands On* is published quarterly by the American Massage Therapy Association (AMTA), 500 Davis St., Suite 900, Evanston, Illinois 60201-4695, 847-864-0123, or (toll free) 877-905-2700, fax 847-864-1279. Annual AMTA membership dues include $12 for a one-year subscription. Mails at Periodicals Postage Paid at Evanston, Illinois, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 500 Davis St., Suite 900, Evanston, Illinois 60201-4695. The American Massage Therapy Association reserves the right to edit material where appropriate; accept or reject material; reject copyrighted material unless consent of the copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in publications. Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and other countries. Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

© 2009 American Massage Therapy Association

Cover Image © Mauro Speziale/Getty Images

PRESIDENT'S LETTER

Something happens when like-minded people come together for a common purpose.

In September, AMTA held its premier event of the year, the AMTA 2009 National Convention at the gorgeous Rosen Shingle Creek Resort in Orlando, Florida. We started the week with two days of AMTA Board of Directors meetings. On the second day, chapter leaders joined us to observe. The agenda was full and much work was accomplished. Board members spoke their truth, voiced questions and concerns, and made important decisions on the matters before us. You were well represented.

After the board meeting, it was time for convention! We kicked off Wednesday with the Chapter President's Council meeting. New this year, we acknowledged the presidents who will be completing their service this year. As AMTA President, I had the honor of congratulating them. It was awesome to recognize these leaders—giants of AMTA—who will be moving on to new adventures. While those presidents' shoes may be difficult to fill, I am grateful to know that they have thoughtfully prepared succession plans, and there will be no gaps to fill in our chapter leadership. Hopefully, many of these talented AMTA volunteer leaders will move on to new positions at the National level.

At Thursday morning's Opening Session, self-empowerment advocate Tony Burroughs delivered the convention's inspirational keynote address. Attendees were literally spilling out of the room! We heard rave reviews from attendees about their smooth, positive experience at the Opening Session; some longtime National Convention attendees (20+ years!) said it was the best they have ever attended.

The House of Delegates (HOD) met on Thursday afternoon. Delegates brought their best ideas to Orlando and represented you in fine style. You can read more about the two new position statements approved by the HOD on page five.

Through serendipity, the Massage Therapy Body of Knowledge (MTBOK) Task Force met face to face for the first time at our convention shortly after releasing their first draft of the BOK document. The task force also held their first public input meeting. The number of attendees exceeded expectations, and the excitement in the room was palpable. Learn more about the MTBOK and how it will impact you from project manager Chip Hines on page 11. You can also visit www.mtbok.org to contribute your thoughts.

What's more, our second annual Student Day was hugely successful. More than 300 student attendees joined us for the full day of professional development.

The continuing education courses were superb. The facilities were sumptuous. The meeting rooms, the spa, the pools, the restaurants, the Luau and the Dinner Dance all made for an excellent experience.

Without a doubt, though, the best part of the convention was the people. Attendance was phenomenal. With more than 1,800 attendees, it blew our old attendance record out of the water. . . And so many first-time attendees to greet! All were enthusiastic about bringing their friends with them to Minneapolis in 2010.

Something happens when like-minded people come together for a common purpose. Something good. *Something really good.*

See you in Minneapolis!

Judy Stahl
AMTA President

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

RECORD NUMBER OF ATTENDEES "DISCOVER" AMTA 2009 National Convention

A record number 1,800 attendees came together to celebrate our community of massage at AMTA's 2009 National Convention in Orlando, Florida, held September 23–26.

Attendees expanded their skill-sets through a plethora of learning opportunities, including continuing education courses focused on business building techniques and modalities. Established industry icons taught alongside the leaders of tomorrow, while experienced practitioners shared knowledge and best practices with first-time attendees. With more than 20 continuing education hours offered, two in-depth pre-convention workshops and a post-convention workshop, the 2009 convention offered the right continuing education experience for any massage therapist.

While education and networking opportunities greeted attendees at every turn, special features were added to this year's lineup to make for an even more rewarding convention experience. The new Spa Track included a session presented by the International Spa Association that exposed attendees to careers in the growing spa industry. The Research Track, sponsored by the Massage Therapy Foundation, helped attendees gain the skills necessary to conduct and understand research.

For the second time, the convention included a Student Day to prime the future of the profession for success. More than 300 students attended the full day of professional development.

Attendees were inspired at the Opening Session & Awards Presentation where award recipients were honored for their contributions to AMTA and the profession. AMTA President Judy Stahl and Executive Director Elizabeth M. Lucas updated attendees on AMTA's achievements over the past year and gave them a sneak peek into exciting plans for the future. Next, self-empowerment advocate Tony Burroughs moved attendees with his motivating keynote address.

At the Exhibits Marketplace, attendees made more connections and explored the largest selection of state-of-the art massage products and services under one roof. The convention closed out with a spectacular Dinner Dance; it was the perfect atmosphere for attendees to network and celebrate a successful convention experience.

Each year, the AMTA National Convention is also the place where leaders of the profession convene to make important decisions that impact the entire profession. Not only did the AMTA Board of Directors hold two days of meetings, but the House of Delegates (HOD) met and approved two new position statements. What's more, the Massage Therapy Body of Knowledge (MTBOK) Input session attracted more than 100 attendees who shared their thoughts and ideas on this industry-unifying initiative.

With a record number of attendees coming together to learn, network and expand their knowledge, AMTA members overwhelmingly showed that now, more than ever, they are dedicated to sharpening their skills and advancing the profession.

GIVING BACK

At the opening session of the convention, AMTA President Judy Stahl presented Massage Therapy Foundation President Diana Thompson with a symbolic check for $535,867, representing AMTA's financial support to the Massage Therapy Foundation for the months of March 2009–February 2010.

AMTA's financial support helps the foundation carry out its mission and reinforces AMTA's goal for evidence-informed massage practice.

CONGRATULATIONS TO THIS YEAR'S AMTA AWARD RECIPIENTS!

NATIONAL AWARDS

Chapter Growth: Washington Chapter

Sports Massage Achiever: Clifford A. Dewitt, Virginia Chapter

Humanitarian: Jeffrey Myers, Massachusetts Chapter

Government Relations Activist (2 recipients):Beverly May, California Chapter & Nancy Porambo, Pennsylvania Chapter

Outstanding Volunteer Group: Finance Committee Members: Cynthia M. Ribeiro, Judy Stahl, William J. Greenberg, Nathan J. Nordstrom, and Gregory Donald Schroen

Outstanding Volunteer Group Chair: Brenda L. Griffith, Governance Committee

National Meritorious: Virginia H. Anthony-Barrow, New Mexico Chapter

Distinguished Service: Diana Lynn Thompson

President's Award: Sally S. Hacking

Outgoing National Board Member (Office of the President: March 2007 – February 2010): M.K. Brennan

Council of Schools Jerome Perlinski Teacher of the Year: Carey Elizabeth Smith

GIVE CHAPTERS A HAND AWARDS OF EXCELLENCE

Member Communication: Chapter Website
- Small – Washington, DC
- Medium – Kentucky
- Large – Georgia
- Extra Large – Connecticut

Member Communication: Chapter Newsletter
- Small – Washington, DC
- Medium – New Hampshire
- Large – Texas
- Extra Large – Connecticut

Member Programming: Community Service/ Fundraising
- Small – Washington, DC
- Medium – New Hampshire
- Large – Texas
- Extra Large – Connecticut

Member Programming: Government Relations Committee
- Small – Washington, DC
- Medium – New Hampshire
- Large – Texas
- Extra Large – Connecticut

Member Programming: Sports Massage Team
- Medium – New Hampshire
- Large – Minnesota
- Extra Large – Connecticut

OVERALL CHAPTER EXCELLENCE

Small Chapters
- 3 Hands – South Dakota
- 4 Hands – Vermont
- 5 Hands – Washington, DC

Medium Chapters
- 3 Hands – Hawaii, Nevada
- 4 Hands – Iowa, Kentucky, New Hampshire

Large Chapters
- 3 Hands – Indiana, Minnesota
- 4 Hands – Georgia, Missouri, Tennessee
- 5 Hands – Texas

Extra Large Chapters
- 3 Hands – Florida
- 4 Hands – Colorado, Illinois, Massachusetts, North Carolina
- 5 Hands – Connecticut, Washington

CHAPTER MERITORIOUS AWARDS

Chapter	Recipient
Alabama	Joseph C. Bright, Jr.
Alaska	Andrea N. Lane
Arizona	Michelle Cordero
California	Beverly May
Colorado	Kristine Marsh
Connecticut	Kathleen M. Crewdson
Delaware	Wendy Forrest
Florida	Karen Roth
Georgia	Jane Horton Johnson
Hawaii	Olivia Nagashima
Idaho	Mary Ann McNeely
Illinois	Christopher Alvarado
Indiana	Jennifer C. Irving
Iowa	Dan Schmidt
Kansas	Derrin Wedell O'Connell
Kentucky	Kathryn E. Stewart
Louisiana	Kathleen A. Taylor
Maine	Walter R. Selens
Maryland	Mercedes Clemens
Massachusetts	Lisa A. Santoro
Michigan	Diana L. Morrison
Minnesota	Jeremy E. Miller
Mississippi	Christie Beattie
Missouri	Ginelle Milburn
Montana	Rachel Romanelli
Nebraska	Bradley Decker
Nevada	Shari A. Mirgon
New Hampshire	Jeanmarie Gorski
New Jersey	Angelina DiBendetto Wilkinson
New Mexico	Virginia H. Anthony-Barrow
New York	Patricia Collins
North Carolina	Claire Weinberg
North Dakota	Dralinn Julai Koenig
Ohio	Kelly Timberlake
Oklahoma	Melanie A. VanBeber
Oregon	Michael K. Dukart
Pennsylvania	Margie E. Schaeffer
Rhode Island	Alda Medeiros
South Carolina	Carole Lynne Stoneking
South Dakota	Evelyn C. Conn
Tennessee	Randy W. Cotterell
Texas	Tanya N. Volkmer
Utah	Paul L. Findlay
Vermont	George Courtenay Glass
Virginia	Dianne Rand
Washington	Patricia L. Phillips
Washington, DC	Annie M. Roberts
West Virginia	Karla Stull
Wisconsin	Amy Appel
Wyoming	Charlotte C. Eastwood

ANNIVERSARY PIN RECIPIENTS

AMTA congratulates members celebrating many years of commitment to high standards and a passion for their work. In August, 10, 15 and 20 year pins were mailed to all AMTA members who are celebrating anniversaries within the year of 2009. 25, 30, 35, 40, 45, 50, and 55 year pin recipients were invited to receive their pins at the AMTA National Convention in Orlando, Florida. Recipients who could not attend, were mailed pins in October. If your anniversary was in 2009 and you have not received your pin, please contact Melissa Spani at mspani@amtamassage.org.

COULDN'T MAKE IT TO ORLANDO?

Check out a gallery of photos from the convention, as well as speeches given by President Judy Stahl and Executive Director Elizabeth M. Lucas, at **amtamassage.org**. Hear what AMTA leadership had to say about the association and its exciting new initiatives!

FOR MORE CONVENTION COVERAGE, check out pages 25-37 of your issue of *mtj*. Get the scoop on some of the sessions you may have missed, including "The ABCs of Meeting with Physicians" and "Flawless Guest Experiences," part of this year's new Spa Track.

House of Delegates Approves Two Position Statements

At its meeting on September 24, the AMTA House of Delegates (HOD) debated proposals for association position statements that express the point of view held by AMTA membership. This year, the delegates approved two position statements, making them official positions of the association.

The approved statements are:
It is the position of the American Massage Therapy Association (AMTA) that massage can aid in pain relief.

It is the position of the American Massage Therapy Association (AMTA) that massage therapy can improve the quality of life for those in hospice and palliative care.

The HOD has now approved six position statements since it began voting on them in 2006. Find them at **www.amtamassage.org/member/positionintro.html.**

Two proposed position statements were not approved, as delegates felt their language and/or the research support cited were not at the level the delegates would like to see for the association.

You can submit a proposal for an AMTA Position Statement at any time through your delegate. The deadline for submitting a proposal to be considered at the 2010 convention is February 1, 2010. Guidelines for submitting position statement proposals are available on the AMTA website at **www.amtamassage.org/member/positionintro.html**. You can find out who your delegate is by emailing Gail Friedman at gfriedman@amtamassage.org.

AMTA MEMBERS CELEBRATE NATIONAL

Educate, share, promote – these were just a few of the goals of AMTA's National Massage Therapy Awareness Week® (NMTAW), celebrated during the week of October 25-31 by AMTA members throughout the nation.

Now in its 13th year, the week is designed to raise public understanding about the benefits of massage, attract media attention to activities being carried out by AMTA members, and provide opportunities for all AMTA members to demonstrate the value of their profession and skill.

AMTA's national public relations efforts for NMTAW 2009 garnered some impressive media coverage. The NMTAW logo and AMTA's messaging were displayed on a large electronic screen in Times Square in New York and on the Fashion Show Mall sign in Las Vegas.

A variety of news organizations quoted AMTA's October news release on the results of the 2009 Consumer Survey. Within the first three days of NMTAW, AMTA information was viewed approximately 100 million times.

What's more, a video segment focused on the benefits of massage and also featuring AMTA's Find a Massage Therapist locator service was distributed to NBC-TV affiliates throughout the nation. You can view all five of the videos on AMTA's YouTube Channel.

Throughout the week, AMTA members and chapters also rallied together to share their expertise with the public through massage demonstration and by participating in a variety of volunteer opportunities. The week also provided members with the opportunity to expand their client bases and promote their work. Every effort made by every massage therapist assisted in achieving NMTAW's ultimate goal: promoting the benefits of massage therapy and elevating the profession.

IN TIMES SQUARE IN NEW YORK, THE NMTAW LOGO AND THE MESSAGE "NATIONAL MASSAGE THERAPY AWARENESS WEEK OCT 25-31. VISIT WWW.AMTAMASSAGE.ORG" WERE DISPLAYED ON A LARGE ELECTRONIC SCREEN.THE SAME MESSAGE WAS DISPLAYED ON THE FASHION SHOW MALL SIGN IN LAS VEGAS.

THESE ARE JUST SOME OF THE EVENTS THAT AMTA MEMBERS PARTICIPATED IN TO CELEBRATE NMTAW:

The **Hawaii Chapter** partnered with The Hawaii Food Bank to support their efforts in raising donations and also offered chair massage at the Remington College campus in Honolulu.

The **Iowa Chapter** participated in local radio promotions and provided chair massage at several locations, including at the Polk County Jail to law enforcement officers, a church and a bookstore.

Members of the **Michigan Chapter** provided free chair massage at The Parade Company.

The **North Dakota Chapter** provided chair massage at the Bismarck Bobcats hockey game on October 30, with proceeds benefiting the Bismarck-Mandan Emergency Food Pantry.

For the second year in a row, **AMTA members in New Jersey** volunteered at Pathways Massage & Bodywork in Bayville, New Jersey, providing massage to 20 breast cancer survivors and those currently battling this disease.

AMTA-Oklahoma Chapter members offered onsite massage at Operation Aware's 8th Annual Red Ribbon Run. Operation Aware is a non-profit organization whose mission is to equip youths with the knowledge and skills to make positive life choices. Race participants even displayed the NMTAW logo on their t-shirts.

In Austin, members of the **Texas Chapter** provided chair massage at Ronald McDonald House.

AMTA-Wisconsin Chapter leaders encouraged members to spread the word

MASSAGE THERAPY AWARENESS WEEK®

PICTURED: MEMBERS OF BOTH THE AMTA-IOWA CHAPTER AND AMTA-MICHIGAN CHAPTER CAME TOGETHER FOR A VARIETY OF EVENTS TO PROMOTE NMTAW AND THE VALUE OF MASSAGE THERAPY IN THEIR COMMUNITIES.

about NMTAW by holding a contest for the most original place to display a NMTAW poster.

In Oregon, AMTA School member **East West College of The Healing Arts** opened its Student Massage Clinic to Portland community members who volunteer for the local non-profit Outside In.

Several AMTA members also promoted massage by providing free onsite massage in their communities. Lisa Burton (MI) offered onsite massages on the University of Michigan's campus. Caitlin Whorrall (MT) offered free chair massage to residents of her hometown. Lisa Anderson (CA) was invited to provide chair massages during Community Medical Centers Benefits Fair, which took place during the same week as NMTAW. Lisa Russell (CT) offered chair massage at an assisted living facility. In Maine, Donna Cormier donated 15% of all treatment charges to Jen's Friends Cancer Foundation, a nonprofit that provides supplemental financial assistance and other resources to cancer patients and their families who are financially challenged.

Offering promotions and discounts to current and potential clients was another popular way to celebrate NMTAW. Several AMTA members e-mailed clients with business promotions, offered discounts ranging from 10-50 percent off massages, and distributed gift certificates for future appointments.

AMTA'S 13TH ANNUAL CONSUMER SURVEY: MASSAGE USED MORE THAN EVER FOR MEDICAL/ HEALTH REASONS

Results from AMTA's 13th annual consumer survey indicate 32 percent of Americans who had a massage in the last year sought it for medical and health reasons, tying relaxation and stress reduction for the first time as the top reasons people get massages.

A majority of Americans, 86 percent, agree that massage can be effective in reducing pain, and 85 percent agree that massage can be beneficial for health and wellness.

Of those who discussed massage therapy with their doctors, 52 percent say their doctor strongly recommended/encouraged them to get a massage. These survey results were announced in conjunction with NMTAW.

"Even in today's economy, people are not willing to compromise their health," says AMTA President Judy Stahl. "It's a clear signal of massage's value when those making less than $35,000 a year are the second most active income bracket getting massage therapy."

STRESSED AMERICANS STILL SEEKING MASSAGE FOR RELAXATION

Results showed that massage therapy use is fairly steady, despite the lagging economy.

Thirty-two percent of stressed out Americans who received massage did so to relieve their stress and 57 percent of all adult Americans say they feel more stressed this year than last year, particularly among females (61 percent) and ages 18-24 (66 percent).

In February, AMTA will have results from surveys of massage therapists, which will give a more complete picture of the past year.

>>To read the full press release, go to amtamassage.org and click on newsroom.

NOW ONLINE @ AMTAMASSAGE.ORG

EVEN MORE OF THE TOOLS YOU NEED AT AMTA'S RE-LAUNCHED MIC

In September, AMTA re-launched its popular online **Massage Information Center (MIC)**. AMTA's improved MIC features a new layout and design, streamlined navigation and updated, timely content to bring you even more of the resources you need.

Check it out...

The MIC is an online repository for **health care research**, **articles** and **professional development resources** related to massage therapy. It includes information on modalities, business development tools and the latest research. AMTA staff is also available to help you find information on issues directly related to massage therapy practice and the industry. Just e-mail your questions to **mic@amtamassage.org** and let AMTA help you find the resources you need. Let the MIC be your key to success!

>> Tour the MIC now: **www.amtamassage.org/infocenter**

Busy Schedule? Earn CEs Online

Staying current in the latest modalities is important to you as a practitioner and vital to retaining clients.

Save time by taking advantage of AMTA's online continuing education courses. AMTA's online courses are always accessible and fit easily into your schedule. You can choose from more than 25 online courses covering topics on business, ethics, self-care and modalities—begin updating your skills and knowledge today!

>> Get started: **www.amtaonlinetraining.org**

Upgrades Coming to AMTA Website

Coming soon, look for upgrades to AMTA's website that will empower you to more easily manage your membership profile and ensure you're receiving the most value from all of your AMTA member benefits.

Enhancements include:

- Edit your contact information online, including your email address, phone number and mailing address
- Check your CE transcript online
- Update your profile in AMTA's FAMT national locator service
- Join and renew online through more efficient processes

Check your email for more updates. In the coming months, AMTA will continue to enhance its website to bring even more of the tools and resources you need online.

ENHANCEMENTS TO AMTA'S FIND A MASSAGE THERAPIST® NATIONAL LOCATOR SERVICE

AMTA regularly upgrades security on its website. A new enhancement for members listed in AMTA's Find a Massage Therapist® (FAMT) national locator service gives added security protection to member information. Now, when a user of the service clicks to send an e-mail to a listed member, they are required to enter a two-word code before the e-mail is sent. As in the past, the e-mail address of the AMTA member is not revealed to the person sending the e-mail.

This added security is an additional measure to block those who seek to pull AMTA member e-mail addresses from the service. AMTA makes every effort to ensure that member information is not given without their permission. AMTA wants to remind members that there are many e-mail scams. Some are e-mails that claim the sender got the member's e-mail address from AMTA's locator service. This kind of claim is often a scam that uses AMTA's name to appear legitimate.

Remember, an e-mail from someone who has clicked through AMTA's Find a Massage Therapist locator service comes in a standard form that indicates it has been generated by a search on AMTA's Find a Massage Therapist site.

>> Not listed on AMTA's FAMT? Register at **www.findamassagetherapist.org** and start getting leads today! There are more than 700,000 searches for AMTA members through the service each year.

Exploring Tomorrow's Curriculum Today

February 18-19, 2010 • TradeWinds Hotel • St. Pete Beach, Florida

CONNECTING SCHOOL OWNERS, ADMINISTRATORS & TEACHERS

AMTA 2010 MASSAGE THERAPY SCHOOLS SUMMIT NOW OPEN TO ALL EDUCATORS!

New! Massage therapy faculty teaching both part time and full time are invited to attend and participate in the 2010 Massage Therapy Schools Summit, themed "Exploring Tomorrow's Curriculum Today." Educational sessions will focus on topics relevant to school administrators, owners and teachers.

>>Learn more: **E-mail info@amtamassage.org**

AMTA Offers Career Support

Recognizing the many challenges presented by today's economy, AMTA hosted a career fair in Evanston, Illinois, on October 26. At the event, participants met with potential employers, attended free resume-building sessions, and received career-boosting resources on how to build the perfect resume and cover letter. Participating organizations included Cortiva Institute, Fitness Formula Clubs, Mario Tricoci, Massage Envy, Mi Bon Spa McCormick, Signature Body & Mind Solutions, Urban Oasis, Windy City Massage, XSport Fitness Spa and more.

The first AMTA Career Fair proved to be a success, providing both current massage therapists and students with the connections and resources needed to build a successful practice in any economic climate.

AMTA continues to look for ways to bring similar resources to AMTA members across the nation.

CONNECT WITH AMTA MEMBERS ON FACEBOOK, TWITTER, LINKEDIN & YOUTUBE

Now there are even more ways to connect with AMTA. Become a fan of AMTA on Facebook, follow us on Twitter, join the discussion on LinkedIn and find relevant videos on AMTA's YouTube channel, including the clips that were shown during the Opening Sessin at AMTA's 2009 National Convention.

Social networking is a great way to connect with your association, other AMTA members, the massage therapy community and potential clients. In fact, more than 2,000 contacts are already online networking with AMTA. Don't be left out—join the dialogue today!

>>Visit www.amtamassage.org to get connected.

AMTA MEMBERS ADVANCING THE PROFESSION

AMTA Members Lend Their Hands to Metro Chicago Start! Heart Walks

For the second year in a row, AMTA collaborated with the American Heart Association to provide massage at the 5.3K Metro Chicago Start! Heart Walks. This year, AMTA's participation was expanded from one to four walks in the Chicagoland area. AMTA volunteers generously donated 10-minute chair massages in the "Create Hope" VIP tent for heart attack and stroke survivors. The walks also provided a great opportunity for members to give back to the community and promote the value of massage.

The Metro Chicago Start! Heart Walks help fund lifesaving heart and stroke research and community education programs. Start! is the American Heart Association's groundbreaking national campaign that calls on all Americans and their employers to create a culture of physical activity and health to live longer, heart-healthy lives through walking.

MTBOK FIRST DRAFT RELEASED

At the AMTA 2009 National Convention, more than 100 attendees came together to share their input and thoughts on the Massage Therapy Body of Knowledge (MTBOK) project.

Attendees asked questions and commented on the content and development of the newly released first draft of the MTBOK.

Recently, MTBOK Project Manager Chip Hines answered questions on the importance of the MTBOK and its impact on AMTA members. See page 11 for our exclusive interview. >>

>>Make connections & give back to your community: **www.amtamassage.org/member/volunteer.html**

AMTA REPRESENTED AT ISPA

Members of AMTA leadership and staff recently attended the 2009 ISPA Conference & Expo, October 5-8 in Austin, Texas, the largest event of the year for spa professionals. The conference had 1800 attendees over four days.

AMTA sponsored the continuing education session "Turning massage Into Gold: Proven Ways to Generate More Spa Revenue," where AMTA member Eric Stephenson and Debra Koerner shared how spa owners and directors can make massage a profitable and healthy piece of their business. AMTA also exhibited in the relaxation area and provided complimentary chair massage to attendees, educating them on the many advantages of hiring AMTA members.

PICTURED: AMTA MEMBER **PAMELA MABRY (TX)** HELPED PROVIDE COMPLIMENTARY CHAIR MASSAGE TO CONFERENCE ATTENDEES AT AMTA'S EXHIBIT IN THE RELAXATION AREA.

Q&A With Massage Therapy Body of Knowledge Project Manager Chip Hines

Why is establishing a MTBOK so important to the massage therapy profession?

The initiative is important for a number of reasons:

- The MTBOK will establish a single, integrated set of information that represents our profession in terms of scope of practice and what a massage therapist should know and be able to do in order to be successful.
- It will help massage therapy become more widely recognized as a profession and draw distinctions between our work and other professions.
- The MTBOK is being built *by the profession and for the profession*, rather than by external groups.
- The MTBOK will also inform and establish consistency across each of the domains of the profession: practice, licensure, certification, education, accreditation and research.

How will the MTBOK initiative impact AMTA members? Short term? Long term?

In the short term, we hope that AMTA members will rally around the effort and provide their input. We need their participation to ensure that the movement stays alive.

In the mid to long term, as acceptance of the MTBOK solidifies, the bigger benefits will be realized: enhanced external respect for our profession, more consistent laws and regulations relating to our profession and more consistent massage therapy education for practitioners.

Who is involved in this project—who are the key stakeholders?

The stakeholders are any person or organization that has an interest in massage therapy, beginning with practitioners like AMTA members. We are really hoping to hear from the full spectrum: practitioners, schools, educators, regulators, allied health fields, and the list goes on.

The importance of the project is underscored by how it came to unfold. Out of a wide range of potential organizations, five major massage therapy organizations, referred to as the stewards, stepped up to the plate: AMTA, ABMP, FSMTB, MTF and NCBTMB.

What kinds of things is the task force working on right now?

We released the first draft on September 15 and a week later we held a "Stakeholder Input Session" at the AMTA National Convention. It was the perfect opportunity for face to face interaction between attendees and members of the task force. We took a lot of notes at the session, and are working to address them. At the same time, we are already revising areas of the draft that we feel need more work and addressing comments we received online. Our second draft comes out in late January; the final document will be released in early May, 2010.

What can I expect from the first phase of the project?

At the end of the First Phase of the MTBOK, you can expect a solid, professionally reviewed Body of Knowledge. This will include a broad description of the field of massage therapy; a Scope of Practice including sections of what is and what is not included in the scope; and a section that addresses the competencies of an entry-level massage therapist in terms of the knowledge, skills and abilities they should possess.

Is there still time to provide my input? How can I offer my thoughts?

Absolutely! We have put together an online system that enables anyone to quickly and easily provide us with comments. Visit www.MTBOK.org for instructions.

> Creating the MTBOK is a giant step forward for the profession, and its impact will be greater over time.

What is the timeline for the project? Is there an end date for the MTBOK project?

Phase One of the MTBOK will end in May, 2010, but the MTBOK will continue after that—it has to evolve in order to stay current and available.

Where can I learn more?

Keep your eyes out for AMTA announcements and visit www.MTBOK.org. You can also check out my blog at www.MTBOK.blogspot.com.

Chip Hines is a former senior federal government project manager and is a PMI-certified project management professional (PMP). He brings with him a wealth of experience in managing large-scale projects that require consensus building within a diverse community. Chip is also a Licensed Massage Therapist (Maryland) who is NCBTMB certified.

AMTA Massage Therapists Support Energizer & Susan G. Komen for the Cure®

From July through November, AMTA partnered with Energizer to help walkers at Breast Cancer 3-Day® events across the country laugh, learn and relax as they took steps toward finding the cures for breast cancer.

AMTA was the official provider of massage at the Energizer Live it Up! Lounge, where member volunteers provided walkers with 10-minute chair massages on both Friday and Saturday nights at events in 15 cities across the U.S. The Breast Cancer 3-Day is a project of the National Philanthropic Trust, which benefits Susan G. Komen for the Cure.

"This is a heartfelt expression of the commitment of AMTA members to give back to the community," said Judy Stahl, AMTA President. "Volunteering and giving to the community are things our association and our members care about."

"This has very special meaning for me," added Stahl. "As a breast cancer survivor and the mother of a daughter, I am proud that we have been asked to play an important role in bringing public attention to breast cancer. As a massage therapist, I am moved by the opportunity to serve that this will give all of our members who participate. I hope our members will celebrate this partnership until we can all celebrate the cures."

At each event, 2,000–4,000 walkers cover 60 miles in three days and camp for two nights to raise money for a disease that affects millions of women worldwide.

"My heart has been deeply touched by the dedication and commitment it takes to be a participant in the Breast Cancer 3-Day walks," shared Annette David, a volunteer with AMTA-Illinois Chapter. "By the time the walkers got to us, they had walked at least 20 miles and it showed. I was blessed to have personally touched the lives of 54 women."

"It was a phenomenal event–lots of smiles and grateful walkers for the bit of relief that we, both AMTA and Energizer, were able to provide," added Kathy Hinds, who volunteered with the AMTA-Massachusetts Chapter.

For more information about the Breast Cancer 3-Day, visit **www.the3day.org**.

>>Looking to volunteer at an event in your area? Visit Volunteer Connections on AMTA's website: **www.amtamassage.org/member/volunteer.html**

TOP LEFT: A MEMEBER OF AMTA-MASSACHUSETTS CHAPTER GIVES A WALK PARTICIPANT A MUCH NEEDED BREAK. **BOTTOM LEFT:** VOLUNTEERS FROM AMTA-MASSACHUSETTS CHAPTER AT THE ENERGIZER LIVE IT UP! LOUNGE. **RIGHT:** AN AMTA-ILLINOIS CHAPTER VOLUNTEER PROVIDES A MOMENT OF RELIEFT TO A TIRED WALK PARTICIPANT.

WHERE DO YOU WORK?

From the Dream Team to Super Bowl champions to day-to-day clients, AMTA member Yvette Oxford (GA) has touched hundreds of athletes. Through her dedication to continuing education, confidence in her work and a passion for the profession, Oxford has spent nearly 15 years building a rewarding career as a sports massage therapist–and she has created some pretty amazing memories along the way.

WHAT FIRST ATTRACTED YOU TO MASSAGE THERAPY AND, SPECIFICALLY, SPORTS MASSAGE?

I was attending college when a friend suggested that I attend massage therapy school. I have strong hands, and I've always been independent and strong-minded, so it seemed like a good fit.

After I graduated in 1995, I started working with a member of the New Orleans Saints. Soon, I was working with about six or seven players each week! In 1996, I picked up and moved to Atlanta. The Olympics was coming to town, and I saw that huge opportunity. I met the head trainer of the Atlanta Hawks, which eventually led to me being hired by the 1996 Dream Team, as well as the women's Olympic basketball team.

In 1997, I was hired by the Hawks as the team's massage therapist and I accompanied them to training camp. I was one of the first massage therapists to be hired full time by a professional team. I've also worked with the Atlanta Braves and Falcons, as well as with the 1997 and 2002 Super Bowl teams back in New Orleans. I started to build a reputation, and the teams just started flowing!

WHAT KIND OF EXPERIENCE OR EDUCATION HAS HELPED YOU SUCCEED?

I educated myself in sports injuries and learned how they were treated–it's important to be able to speak the same language as the doctors and trainers. The more educated you are on different types of sports injuries, the more effectively you can work with the athletes and help them get ahead of the game.

To educate myself, I took many continuing education courses on sports massage. The courses can be so incredible and the instructors are really knowledgeable. It's extremely important to educate yourself in order to be viewed as competent by both the clients and the medical staff. I'm even going to nursing school now.

WHAT ADVICE WOULD YOU OFFER TO OTHER AMTA MEMBERS LOOKING TO ESTABLISH THEMSELVES IN SPORTS MASSAGE THERAPY?

It's so important to be assertive and respectful of your clients. Market yourself–marketing is one of the biggest issues massage therapists have. Be confident in your work and keep building that working relationship. I try to be a pillar of self-health, and I pass the same message on to my clients.

WHAT DO YOU THINK THE CAREER OUTLOOK IS FOR SPORTS MASSAGE THERAPISTS?

There are so many opportunities–the profession is growing by leaps and bounds! Massage therapy is so important and we are finally getting the respect we deserve.

Where do you work? What do you find especially interesting and meaningful in the work that you do? Send your story to handson@amtamassage.org. Include "Where I Work" in the subject line.

LOOKING TO BREAK INTO SPORTS MASSAGE? CHECK OUT AMTA'S RESOURCES...

Marketing Tools

Find a host of marketing tools at AMTA's re-launched Massage Information Center (MIC). Visit **www.amtamassage.org/infocenter** for:

- Business Tips to Start Up & Grow Your Practice
- Website and Newsletter Materials
- Advertising Help and Public Relations Tips

AMTA's Online Continuing Education Courses

Staying current on best practices in business and modalities is crucial to your success. Visit **www.amtaonlinetraining.org** for more than 25 online CE courses (and counting), including:

- "The Marketing Game: Learn How to Successfully Market Yourself and Your Business"
- "Fundamentals of New Client Intake"
- "Traditional Kinesiology: The Dynamics of Human Movement"

mtj archives Miss an article in *mtj*? AMTA Members can view the archives anytime at www.amtamassage.org/mtj. Find articles, like: "The Girl Factor," a story about female massage therapists making their mark in professional sports; articles on self care; the latest research; business-building tips and more.

AMTA Chapters Does you chapter have a sports massage team? Give back to your community while building invaluable connections with athletes in your area.

AMTA NEWS & UPDATES

SEPTEMBER BOARD NOTES

The September AMTA Board of Directors meeting, held in advance of the AMTA National Convention, included decisions on a variety of internal governance matters as well as reports from several massage therapy stakeholder groups. Some of the highlights of the meeting were:

- Raleigh, North Carolina, was selected as the site of the 2012 AMTA National Convention to take place October 3-6, 2012.

- The board agreed with a vote of the 2008 House of Delegates (HOD) to change bylaws regarding an aspect of Professional membership requirements. The change means that for any jurisdiction in which a member practices massage, the member must hold a valid license, registration or certification issued by that state, territory, District of Columbia or municipal government, if the credential is required to practice massage in that jurisdiction. This change in bylaws is now in effect and reflects a procedure the association already was using.

Internal association governance matters also were addressed by the board.

- The board affirmed its commitment to support and serve massage therapy schools and educators. After input from the Governance Committee and the full support of the Council of Schools (COS) Board of Directors, the board agreed to discontinue the COS Board as of October 1. This was a recognition that an internal process needed to change to give the association and its relationship with school and educator members more flexibility and strength. The association remains committed to delivering high quality services and programs to all members and the decision has no effect on the membership status or benefits of school members. The AMTA School membership classification is now called Massage Therapy Schools & Educators.

- The board approved a change in the Performance Review Committee (PRC) structure to include board members, non-board members and a human resources subject matter expert. This will provide appropriate levels of objectivity, subjectivity and consistency, while also inviting more involvement of the membership in AMTA governance. The PRC oversees the Executive Director's annual performance review process.

- The board agreed with a recommendation from the 2008 HOD to change policy regarding the Chapter Presidents Council (CPC) Moderator position. The policy change makes the CPC Moderator position a two-year commitment, with the first year as CPC Moderator-Elect, then succeeding to the CPC Moderator position in the second year. This will provide an opportunity for someone to learn the position and processes before they take the office. The change was implemented at the CPC meeting.

The Massage Therapy Foundation, Federation of State Massage Therapy Boards (FSMTB), Commission on Massage Therapy Accreditation (COMTA), the Massage Therapy Body of Knowledge Project Manager and the Alliance for Massage Therapy Education each gave presentations on the current status of their work.

RESULTS OF AMTA NATIONAL BOARD SPECIAL ELECTION

Due to the resignation of Christopher Alvarado from the position of AMTA Board Member-at-Large, the board participated in a special election to fill the vacancy through February 28, 2010. In accordance with standard policy, the board elected **Maureen Moon** to replace Alvarado effective immediately.

Maureen has volunteered for AMTA for many years, both at the chapter and national levels, and served as AMTA National President from 1999-2000. She maintains a private practice in massage therapy with offices in Boulder and Denver. She currently serves as the Colorado Chapter Event Sports Massage Team Director. AMTA is excited to welcome Maureen back to the national board.

The remainder of Alvarado's original term ending February 28, 2011, will be filled by the 2009 elections. Results will be available in late December.

VOLUNTEER TO BE ON THE NATIONAL BOARD!

AMTA is looking for members with a commitment to the organization, professional skills, a philanthropic spirit and experience with AMTA to run for election to the National Board of Directors for term beginning in 2011.

The term for for member-at-large is March 1, 2011–February 28, 2013. The term for the office of vice president is March 1, 2011–February 28, 2013. The term for the office of president is March 1, 2011–February 28, 2014, starting with president-elect, succeeding to the presidency and then immediate past president.

Candidate applications for the 2010 elections will be available beginning March 1, 2010. To see if you are eligible to run for office, please visit amtamassage.org and search the words "Eligibility for Candidate Application." To request a candidate application packet, contact Gail Friedman at **gfriedman@amtamassage.org**.

BRUCE E. POMMERENING, MI

On August 14, 2009, Mr. Pommerening was notified that the AMTA Commission on Grievances voted to expel him from AMTA and remove all member benefits for violating Codes 4, 5, 6, and 7 of the AMTA Code of Ethics.

MASSAGE THERAPY SCHOOLS & EDUCATORS UPDATES: While internal governance changes have resulted in a new name for the AMTA school membership category, AMTA wants you to know that your AMTA member benefits have not been impacted by this bylaw change. In fact, some exciting new opportunities for schools, educators and students have recently been made available, including the 2010 Massage Therapy Schools Summit and the Career Fair.

MASSAGE THERAPY FOUNDATION NEWS

THE MASSAGE THERAPY FOUNDATION IS EXCITED TO ANNOUNCE THE FOLLOWING GRANTS FOR 2009:

Research Grant Recipients

Feasibility Study of a Massage Therapy Research Network (MassageNet)
Jerrilyn Cambron, LMT, DC, PhD
National University of Health Sciences, Lombard, IL
$30,000

Effect of Massage Therapy on Postural Control in Older Persons
JoEllen M. Sefton, PhD,
Auburn University, Auburn, AL
$29,972

Community Service Grant Recipients

Helping Hands Community Massage Shane Convery, Immune Enhancement Project
San Francisco, CA
$5,000

Healing Hands for HIV/AIDS
April Grant, Congreso de Latinos Unidos
Philadelphia, PA
$5,000
Sponsored in part by a grant to the Foundation from Biotone

Bonding with Baby Program
Jennifer Greene, Kaleida Health/ Women and Children's Hospital of Buffalo
Buffalo, NY
$4,992
Sponsored in part by a grant to the Foundation from Biotone

Massage Does a Body Good
Susan Raszweski, West Central Texas Council of Government
Abilene, TX
$4,998.55
Sponsored in part by a grant to the Foundation from Biotone

Project summaries for each of these grants are available at **www.massagetherapyfoundation.org**

PERFORMANCE HEALTH INC. AND THE KINESIO® TAPING ASSOCIATION LAUNCH WORKSHOPS TO BENEFIT THE MASSAGE THERAPY FOUNDATION

Performance Health, Inc. and the Kinesio Taping Association are sponsoring workshops designed to teach the basic principles of the Kinesio Taping Method, Prossage® Heat and Biofreeze® Pain Reliever to raise funds for the Massage Therapy Foundation. The goal is to conduct a total of 20 workshops before May, 2010. The $20 fee from each attendee could raise up to $40,000 for the Massage Therapy Foundation.

The six-hour *Elevate Your Practice* workshop demonstrates how soft tissue treatments can enhance the therapist's therapeutic effectiveness. The course provides hands-on experience with taping and soft tissue techniques for treating arms, the neck and lower back. The workshop is approved by NCBTMB for six CE Hours.

To date, 11 workshops have been scheduled. If your chapter is interested in hosting a workshop, please contact Lynda Solien-Wolfe at **lwolfe@phi.us.**

To see a list of scheduled workshops, please visit **http://www.massagetherapyfoundation.org/fund_workshops.html**

HIGHLIGHTING MASSAGE THERAPY IN CIM RESEARCH MAY 10-13, SEATTLE

This three-day conference will bring together massage and manual therapy practitioners, educators, CIM researchers, allied health professionals and others interested in massage research. Current research related to massage and manual therapies will be presented, with a special focus on translational research and public health. AMTA is a presenting sponsor of the conference.
Online registration is now open at **www.massagetherapyfoundation.org/researchconference2010.html**

RESEARCH NEWS

NCCAM Research Spotlight: Translating CAM Research Results into Clinical Practice: Results from a National Survey of Physicians and CAM Providers

Published in the April 13, 2009 issue of Archives of Internal Medicine and funded by NCCAM, a 2007 national survey asked acupuncturists, naturopaths, internists and rheumatologists about their awareness of CAM clinical trials. **http://nccam.nih.gov/research/results/spotlight/041309.htm**

SHAPE THE FUTURE

The Massage Therapy Foundation is a 501(c)3 public charity with a mission to advance the knowledge and practice of massage by supporting scientific research, education and community service. Your donation will help promote collaborative research, deepen the understanding of massage therapy, and bring massage to people in need. Make a donation today: **www.massagetherapyfoundation.org/found_makedonation.html.**

As the primary benefactor for the foundation, AMTA's financial support helps the foundation carry out its mission and reinforces AMTA's goal for evidence-informed massage practice.

OPPORTUNITIES FOR MEMBERS

BUILD, SUSTAIN & GROW WITH AMTA BENEFITS

Build Your Client Base

Reaching new clients is one of the most difficult components in building a strong practice. Juggling the physical demands of client care along with the business side of your practice can be exhausting. Now it's easier than ever to recruit new clients through these optional AMTA benefits: My Practice Builder, Appointment-Plus and My Receptionist.

EVER WANTED TO SEND OUT A DIRECT MAIL PIECE TO ADVERTISE YOUR BUSINESS, BUT THE IDEA OF DESIGNING, PRINTING AND SENDING YOUR PIECE TO THE "RIGHT" PEOPLE SEEMED OVERWHELMING? Marketing can be one of the most difficult endeavors for busy massage therapists. To make it more convenient, AMTA has partnered with **Reach 3's My Practice Builder**. Customize pieces and create a mailing list online for a minimal price.

DO YOU OFTEN MISS PHONE CALLS BECAUSE YOU'RE TOO BUSY? DO YOU HAVE A WEBSITE, BUT NO WAY OF CAPTURING YOUR SITE'S VISITOR'S INFORMATION? Missing these opportunities can cost you thousands of dollars a year. AMTA has partnered with **Appointment-Plus** and **My Receptionist** to offer you efficient, affordable ways to manage your practice.

APPOINTMENT-PLUS is a secure web-based service that allows clients to book their own appointments. AMTA members receive a ten percent discount (member price of $34.99/mo) and free set-up assistance.

MY RECEPTIONIST helps you capture more appointment opportunities and gift certificate sales. It includes an answering service that can schedule appointments, an online tool your staff can use to self-manage their schedules and a service that sends text messages to alert your therapists about new appointments. AMTA members receive 25 FREE minutes, free set-up assistance and much more for only $59.95 per billing period.

MORE THAN 1,800 MEMBERS OF THE MASSAGE THERAPY COMMUNITY MET IN ORLANDO FOR THE AMTA 2009 NATIONAL CONVENTION. MASSAGE THERAPISTS FROM ACROSS THE NATION FORGED CONNECTIONS WHILE GAINING TOOLS TO HELP BUILD THEIR PRACTICE. FIND MORE CONVENTION COVERAGE ON PAGE THREE.

AMTA has chosen these vendor partners carefully and has worked hard to negotiate the best rates to help you strengthen your practice and achieve the success you deserve.

>> For more information on any of these programs, visit the Member Home section of the AMTA website and scroll down to "Newest Member Benefits."

AMTA CALENDAR OF EVENTS

February 18–19, 2010
AMTA 2010 Massage Therapy Schools Summit
St. Pete Beach, FL

March 6, 2010
AMTA Board of Directors Meeting
Evanston, IL

May 13–15, 2010
Massage Therapy Foundation Highlighting Massage Therapy in CIM Research
Seattle, WA

September 21, 2010
AMTA Board of Directors Meeting
Minneapolis, MN

September 22–25, 2010
AMTA 2010 National Convention
Minneapolis, MN

October 24-30, 2010
National Massage Therapy Awareness Week®

For more information: www.amtamassage.org